

Automobiles

AVERAGE TOUR HUNDRED MILES

The occasional car you see with a "far away" license number is now the exception to the rule according to statistics gathered by the National Touring Bureau of the B. F. Goodrich Company which show that the great majority of motorists confine their touring to approximately 100 miles or the week-end tour.

It also developed that the average motorist can become lost within a comparatively few miles of his own city if he has nothing to guide him. The habit of motoring to a nearby resort and returning home late Sunday or early Monday morning is being rapidly followed. This plan offers the motorist and his family or friends the opportunity of a complete rest without the tiresome driving that a long tour would require and furthermore permits of "picnicing" in the open country which is a distinct relief from city life "over Sunday."

Don't Miss the Missing Link SCHEDULE:

Leave Mulat 6, 9 and 12 a. m. and 3 p. m. and 6 p. m.
Leave other side 6:35, 9:35, 12:35 a. m., 3:35 and 6:35 p. m.
S. OTIS.

CHILE FINDS AUTO USEFUL IN WAR

Chile, where automobiles were comparatively few until recent years, and which is still entirely without them in many sections, is nevertheless none behind in advanced ideas of their use.

"Sucesos," a Valparaiso publication, says: "Our Military School, desiring to extend the instruction given to the cadets, conceived the idea of mobilizing a company, with automobiles, on a war footing. Mr. Jorge Besa, representative of Dodge Brothers motor car, consented to furnish the number of cars necessary for the transportation of the cadets."

Private owners of motor cars also placed their machines at the disposition of the military command of the school. The maneuver was to try out the embarkation in automobiles, and the result was amply satisfactory. As soon as the destination had been reached, the cadets performed some military evolutions under Captain del Pozo, who was in command of the company.

The Clutter Music House

PIANOS, PLAYER PIANOS,
ORGANS, TUNING, REPAIRING

STUDEBAKER TO ADVANCE PRICES

"The increased cost of materials and labor has finally forced us to announce an increase in prices of all models," says L. J. Olier, vice-president and director of sales of the Studebaker Corporation. "But this increase will not become effective until September 15th."

"Materials entering into the construction of Studebaker cars have advanced anywhere from 25 per cent. to 100 per cent. and, in some instances, considerably more. Because of large purchases, and long term contracts for raw materials made last summer, we were able to continue our present low prices. It is at the present rate of production is rapidly exhausting all materials purchased at old prices, it is necessary for us to announce the increased prices to take effect September 15th."

"It has always been a hard and fast Studebaker policy to give the customer the benefit of low prices as long as possible and I want to make it clear that we are increasing prices only in proportion with the increase in the cost of manufacturing Studebaker cars under prevailing conditions."

"The price of the Studebaker 'Four' touring car will be increased from \$985 to \$1050, and the 'Six' touring car from \$1250 to \$1385. All other models, including our commercial cars, will be increased proportionately."

AMERICAN WOMEN DEMAND BEAUTY IN MOTOR CARS

"The demand of the American woman for beauty in the automobile she drives or rides in has been one of the prime factors in the development of motor cars," says Harry M. Jewett, president of the Paige-Detroit Motor Car Company. "Our efforts to meet that demand have been one of the principal reasons for our own progress and explain to a large degree such measure of popularity we may have won."

"The woman prospective buyer demands first, that her automobile shall be a beautiful car; second, that it shall be an easy-riding car; third, an easy car to control; and fourth, that the power flow shall be flexible."

"These simple phrases, which appear to be so easy to understand, represent to the trained automobile engineer a complex series of technical requirements. They have all been analyzed at the Paige factory and steps taken to meet them."

"For example, in the matter of easy-riding, the foundation of Paige reputation is the original Paige cantilever spring suspension, supplemented by seats and seat springs designed to produce the maximum of comfort and which represent a development of several years' experience."

"The matter of ease of control is taken care of by providing a smoothly working clutch, easy gear shifting, smoothly-acting brakes and conveniently-arranged brakes and conveniently-arranged controlling devices. The flexibility of power flow, which gives the car an ability to skim over the steep hills on high or to

SOLD 4 CARLOADS OF BUICK CARS

A new shipment of Buick motor cars (4 carloads) having just been received and disposed of by The Pensacola Buick & Supply Co., is strong evidence of the continued upward trend of business conditions in this section, and offers still further and more striking evidence of public faith in motor car values.

Sid H. Fried, local manager for the Buick people, stated yesterday morning, that although his company had found it necessary to advance the price of all Buick cars, there was no let-up in orders, and neither was there any indication of a decline; that the new shipment which they had just received and delivered, were for parties who had placed their orders more than 60 days ago.

"Of all the cars I have sold in this territory," stated Mr. Fried, "I have yet to find a dissatisfied one among them." The Buick agency in Pensacola, is also featuring a one ton truck for the coming fall season.

drop to a walking-pace in stiff traffic was perhaps the hardest of the engineering problems and present achievements in this direction are the result of the concentrated effort of highly skilled technical men.

"The public now profits by these qualities that add so much to motoring enjoyment, but they can have little realization of the labor entailed in realizing them. The good work goes on and each year finds additional refinements."

TIRE SERVICE FOR MOTOR TRUCKS

The unprecedented congestion of traffic on our railroads has been the ill wind that blew the motor truck industry good. Scarcely a field of merchandizing endeavor exists which has not been invaded by the rubber-tired freighters. Hundreds of manufacturers and wholesalers who formerly had no choice but to wait on the railroads to deliver shipments to their customers, have found relief in the utilization of motor trucks. And thousands of retailers after thorough trials, have found truck deliveries more economical and more satisfactory in many other respects than the old-time horse-drawn methods.

Throughout the country there has sprung up the necessity of proper solid tire service. The Goodyear Tire & Rubber Company is working this out on the same basis that has served the wants of users of Goodyear pneumatic tires. This company has established, and is adding to the number daily, motor truck tire service stations, wherever these trucks have entered the business world.

Mr. R. S. Wilson, Manager Motor Truck Dept., in outlining the service on solid truck tires, says: "These service stations render a distinct service in applying pressed-on tires—the most widely used solid tire at present—to the rims, and save the truck owner the delays that would arise from sending his wheel to the factory or some branch city for tire application."

"Then there is alignment problem to take care of. It is conservative to say that fully one-third of all the



If often the cause of a number of battery troubles. You should bring your battery here at regular intervals for inspection, testing and recharging. It is our business to relieve you of these little worries, and at the same time save you of unnecessary worry and expense.

PEAKE ELECTRIC COMPANY

EXIDE SERVICE STATION
30 South Palafox. Phone 345.

motor trucks in operation have one or more wheels out of alignment. "Our service station men are able to save many miles to a tire by trimming off bad cuts that have been caused by overloading, speeding, etc."

A Studebaker

Systematic service station where you can purchase Studebaker cars, and should a screw get loose or anything slip—have repaired in a jiffy by an expert repair man. Firestone and Knight tires.

Pensacola Buggy Works.
(Automobile Department)
105 North Palafox Street

The Very Heart of Your Car Starting and Lighting

Your battery is the heart of your starting system. When excess sulphation accumulates in the plates, the generators charging action is retarded, reducing the battery capacity and its ability to supply the needed power to turn over the engine.

Buy an everready storage battery today and avoid this needless expense. Ours is an Eveready Service Station.

Baroco Electric Co.
17 West Garden Street.
Phone 619.



Keeping Up the "Pep" in Your Storage Battery

Means the right kind of inspection at regular intervals by men who are experts. Bring your battery to us for testing at least once a month. Don't wait until troubles develop. It will cost you nothing to find out your battery's condition and will save you many a repair bill. Start the habit today.

East Hill Garage
1501 E. Blount
Pensacola, Fla.

ONLY TWO WEEKS MORE!

Studebaker

PRICES ADVANCE SEPT. 15th

The Standard Touring Models will increase

FOUR \$985 to \$1050
SIX \$1250 to \$1385

Other Models will advance proportionately.

YOU will probably never have another opportunity to purchase an automobile of such power, size, and quality for so little money.

Other manufacturers of cars in the Studebaker class have already advanced their prices for the second time this year and are now announcing a third increase.

Because of large purchases and long term contracts for raw materials made a year ago, Studebaker is able to offer its cars at present low prices.

**DON'T DELAY—ORDER AT ONCE
and Save Money**

Pensacola Buggy Works

(Automobile Department)
105 North Palafox Street.

Daily Weather Report

U. S. Department of Agriculture,
Weather Bureau.
Charles F. Marvin, Chief.
DAILY WEATHER BULLETIN
Pensacola, Fla., Sept. 1, 1917.
Pensacola's Temperature Data.
Highest on record for September,
98 degrees.

Lowest on record for September,
51 degrees.

Day temperatures in September
usually rise to 85 degrees.

Night temperatures in September
usually fall to 72 degrees.

Highest temperature yesterday, 84
degrees.

Lowest temperature yesterday, 75
degrees.

Pensacola's Rainfall Data.

Rainfall for 24 hours ending 7 p.
m., .03 inches.

Normal rainfall for the month of
Sept. 5.23 inches.

Total rainfall this month to 7 p.
m., .03 inches.

Total deficiency this year to Aug.
31st., 2.88 inches.

Stations:	Weather		Tem- perature	Precip- itation
	7 p. m.	7 high p. m. est yes day		
Abilene, cldy.	90	94		
Atlanta, cldy.	80	86		
Boston, cldy.	62	68		
Buffalo, clear	70	72	.88	
Baltimore, pt. cldy.	76	80	.20	
Chicago, cldy.	82	86		
Denver, cldy.	78	82		
Galveston, cldy.	82	88	.88	
Green Bay, cldy.	68	76		
Hatteras, pt. cldy.	80	86		
Huron, cldy.	62	64		
Jacksonville, cldy.	80	88		
Kansas City, clear	84	86		
Louisville, clear	82	88		
Memphis, clear	80	82	.04	
Minneapolis, cldy.	60	70		
Mobile, cldy.	82	88		
Montgomery, cldy.	82	88	.32	
New Orleans, rain	76	88	1.70	
New York, cldy.	66	74		
North Platte, clear	74	86		
Oklahoma, clear	86	94		
Palestine, pt. cldy.	86	96		
Pensacola, cldy.	82	84	.03	
Phoenix, clear	100	102	.08	
Pittsburg, pt. cldy.	78	82		
Portland, Ore., clear	82	84		
St. Louis, clear	84	86		
Salt Lake City, clear	88	90		
San Francisco, pt. cldy	58	62		
Sheridan, cldy.	64	70	.66	
Shreveport, cldy.	80	90		
Tampa, pt. cldy.	80	90		
Toledo, clear	78	84		
Washington, clear	76	82	.04	
Williston, pt. cldy.	60	62		

Weather, barometer readings, wind
direction and wind velocity at 7 p. m.
along the gulf coast.

Brownsville, pt. cldy., 29.96, S.
Corpus Christi, pt. cldy., 30.00, E.
Galveston, cldy., 30.02, SE.
New Orleans, rain, 30.08, E.
Mobile, cldy., 30.10, E.
Pensacola, cldy., 30.10, S.
Apalachicola, clear, 30.06, E.
Tampa, pt. cldy., 30.08, NW.
Miami, clear, 30.06, E-20.

We'll Soon Put Your Car



back into good condition after we once get it here. We have every facility for auto repairing and plenty of skill and experience to enable us to do quick and thorough work. Don't neglect your little auto troubles. The sooner you have us attend to them the better for your car and your pocket.

Abbott Auto Repair Co.

Phone No. 415. Palafox and Gregory Streets

Automobile Service

AS IT SHOULD BE

Is what you get at this popular garage. There are times in the life of every automobile when it needs service—needs service of the better kind—needs parts, supplies, repairs, battery adjustments, etc.

You will find all this in the service we render the automobile public of Pensacola—the word service being applied in the broadest sense of the word. When we look after your car troubles, you may be sure that it will take you there and bring you back.

Chittenden Garage Co.

Prest-o-Lite Storage Batteries.

Prest-o-Lite Service Station.

AGENCY:

Cadillac Cars, Goodrich Tires.
16 N. Palafox St. Phone 51.



**This Tire Ran 15,000
Miles on ESSENKAY**

No Punctures — No "Blowouts"

THINK of 15,000 miles from one set of casings without a puncture or "blowout"! This is not exceptional, but the ordinary experience of thousands of car owners who have substituted ESSENKAY Tire Filler for the treacherous and expensive inner air tubes. As exclusive agents for ESSENKAY, we install it in your tires and give you personal service that positively assures you freedom from tire troubles of any kind.

Essenkay
ENDS TIRE TROUBLES

ESSENKAY absolutely prevents punctures, "blowouts" or slow leaks—doubles the life of your casings—cuts expense in half—relieves your mind of all worry—makes motoring a real pleasure free from the constant drawbacks of the old-style inner air tube way. It costs you nothing to investigate. Do it today!

A Call Will Convince You!

J. P. REMICH & SONS,
ESSENKAY DISTRIBUTORS